

Abstract

Title: Marketing mix FC Tango Brno

Objectives: The objective of this bachelor thesis is to analyze marketing and communication mix of futsal club FC Tango Brno, to highlight the strenghts and weaknesses and propose measures for its improvement.

Methods: What I needed to do in my thesis was to analyze the internal documents as well as focus on the current situation of the club and also to create a collection of club's data (economic data). Furthermore, I also used a „interview method” with the club's president Jiří Štěřba, players and fans representative.

Results: Based on the analysis of the marketing and communication mix of a futsal club it was found what kind of marketing resources the club uses and where the lack of use of these tools can be seen. Mainly the communication tools have not been effectively used so it is necessary to suggest the steps leading to their improvement in the following years. Suggestions were formulated in a way they would go down with possibilities of the club and were realizable.

Keywords: Marketing, marketing of sport, marketing and communication mix, sport, futsal, merchandising